



Landmark Mall Re-planning Process

Eisenhower West – Landmark Van Dorn Implementation Advisory Group
Community Workshop
January 26, 10 am – 2 pm

Agenda



10 AM: Welcome, Recap & Today's Goal

10:10 AM: Framework Streets, Open Space & Transit Hub

10:40 AM: Land Use, Building Height & Placemaking

----- **11:15 AM: 45 min. Lunch Break** -----

12 PM: Mobility and Connectivity

12:35 PM: Housing Affordability

1:10 PM: Table Report Outs

1:55 PM: Next Steps

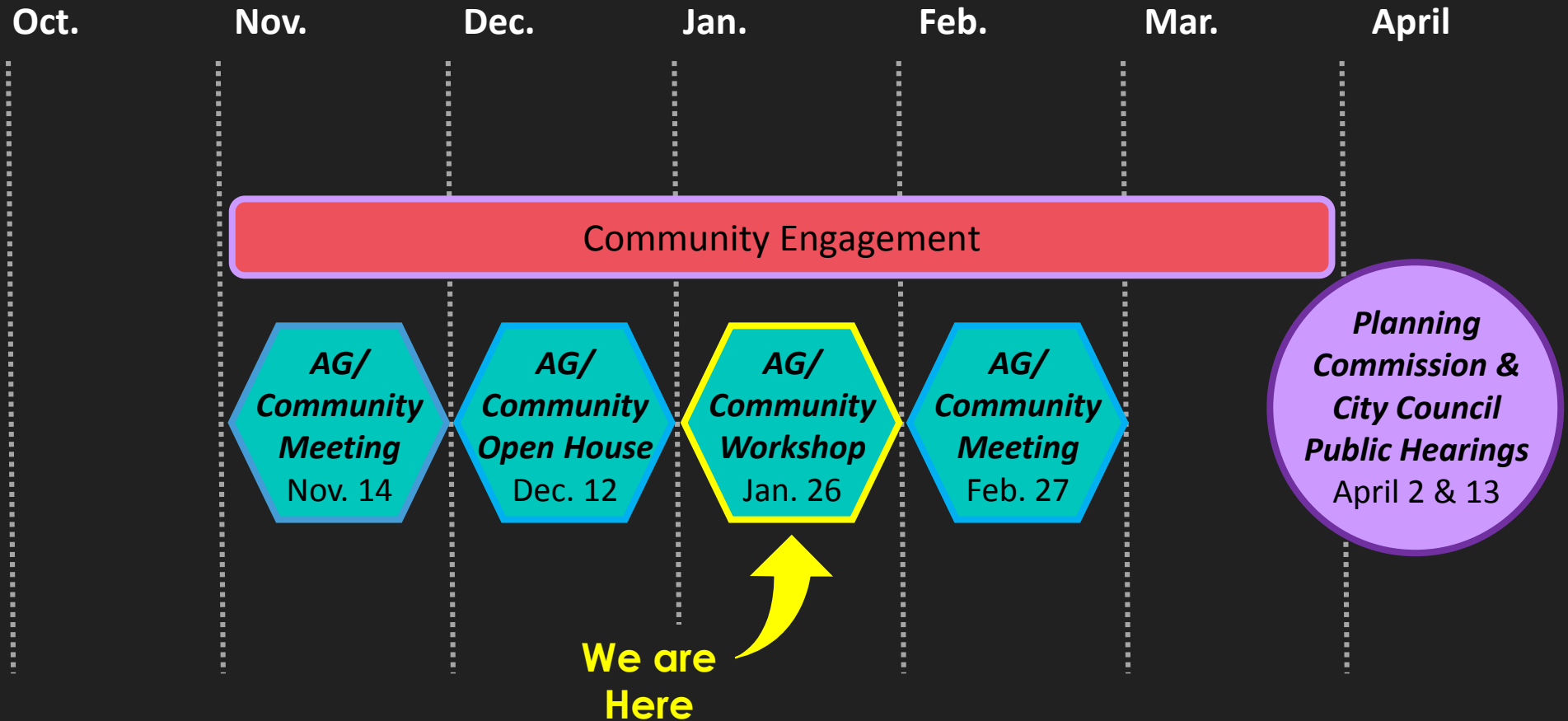


Ground Rules

- Treat each other with respect.
- **Only one person speaks at time.**
- Give everyone a chance to participate equally, avoid dominating.
- **Listen as an ally, not an adversary. Everyone should feel comfortable expressing their opinion regardless of differences.**
- Ask for clarification, don't assume you know what someone means.
- **Do not characterize other people's views in or outside group's meetings.**
- Turn off or silence all cell phones and mobile devices.



Planning Process Schedule



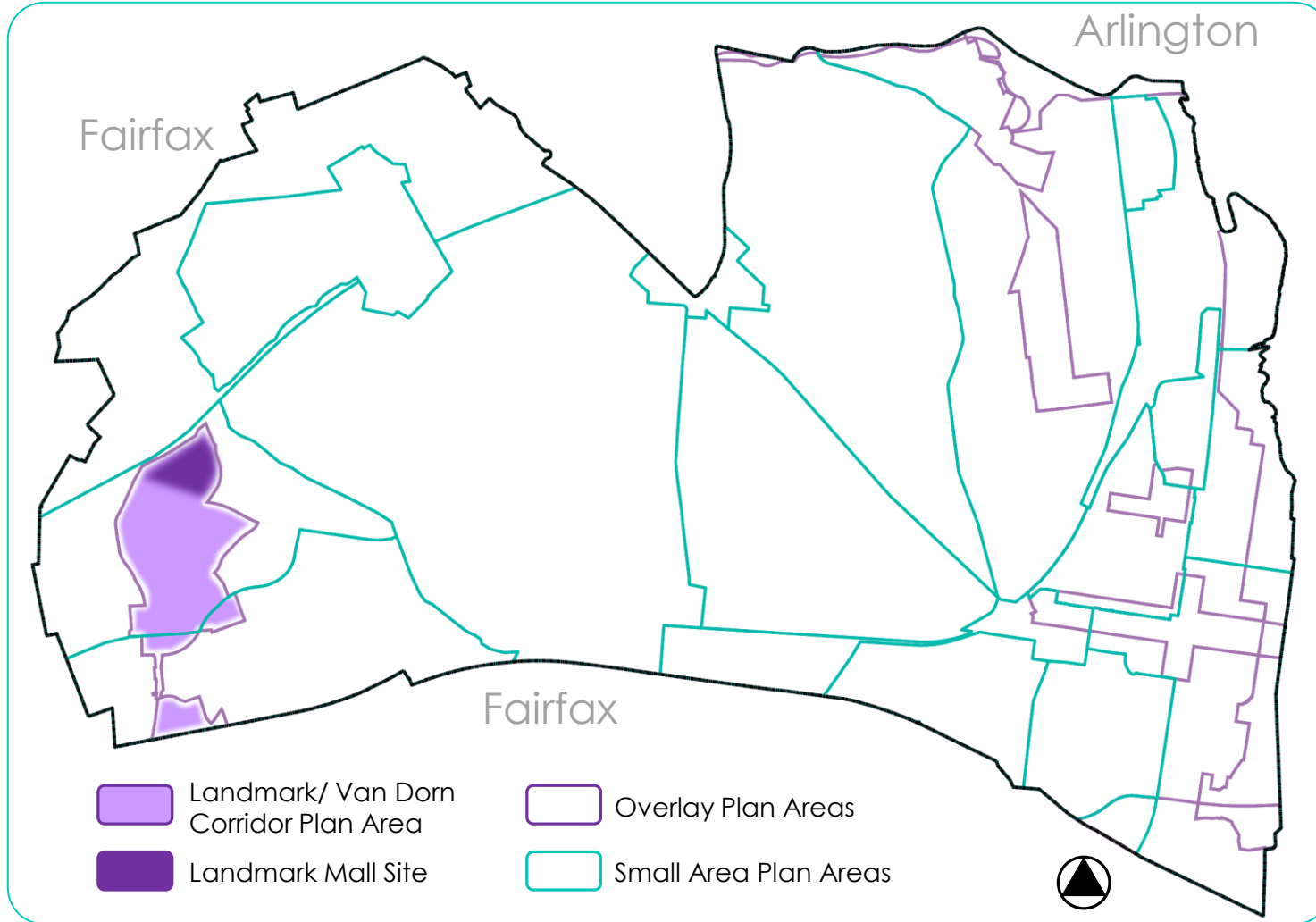
WHY PLAN NOW?

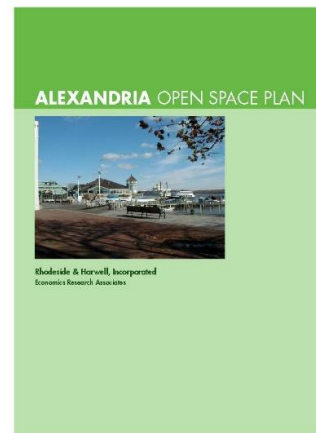
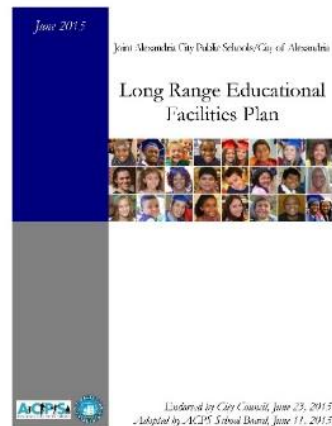
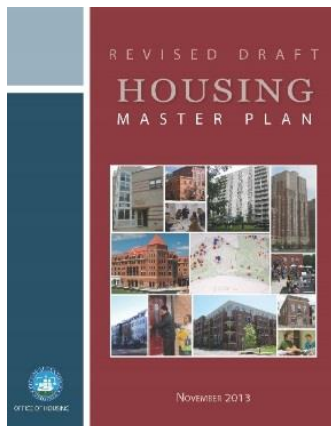
- Previously approved plans have expired
- Entire site now under coordinated ownership
- Market shifts since 2009 Plan adoption
- Refine Plan, incorporate more flexibility, enable redevelopment



TODAY'S GOAL:

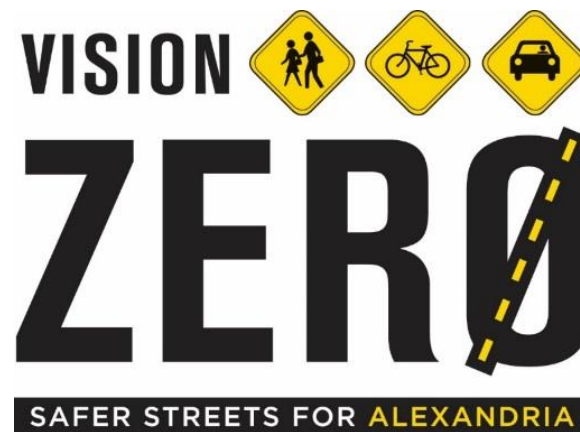
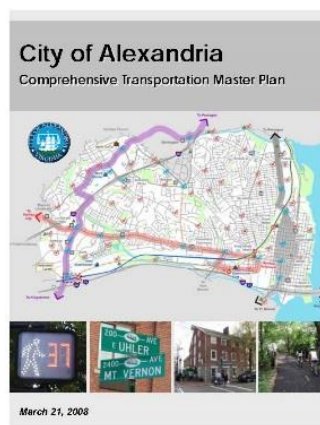
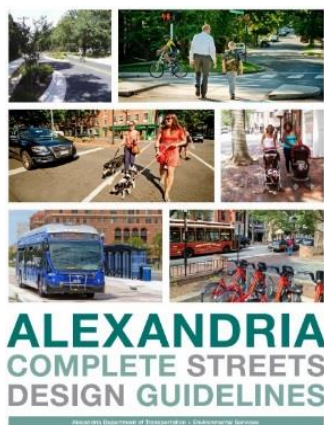
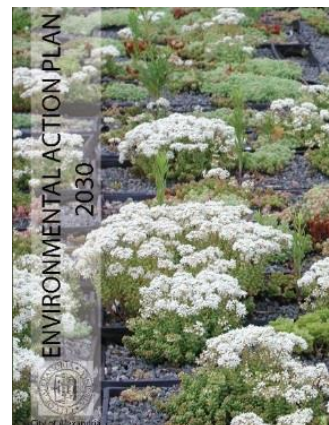
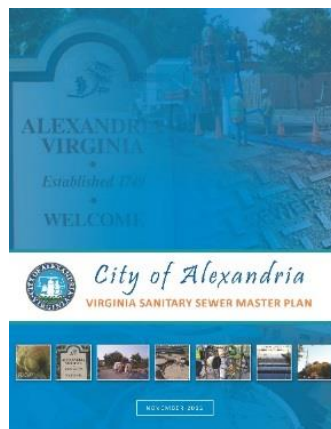
- Review/Discuss Draft Recommendations to inform new chapter to the 2009 Landmark/ Van Dorn Corridor Plan
- Note: Current City master plans, policies and Zoning Ordinance apply.





TODAY'S GOAL:

- Review/Discuss Draft Recommendations to inform new chapter to the 2009 Landmark/ Van Dorn Corridor Plan
- **Note: Current City master plans, policies and Zoning Ordinance apply.**



1/26/2019

Build on 2009 Plan Vision:

- Environmentally and economically sustainable
- Two Activity Centers, including West End Town Center
- Multi-modal connectivity throughout the plan area
- Connected open space systems
- Preservation of housing affordability & neighborhood diversity
- Civic and cultural amenities
- Distinctive architecture and skyline



1/26/2019





2009 Plan Vision for Landmark Site

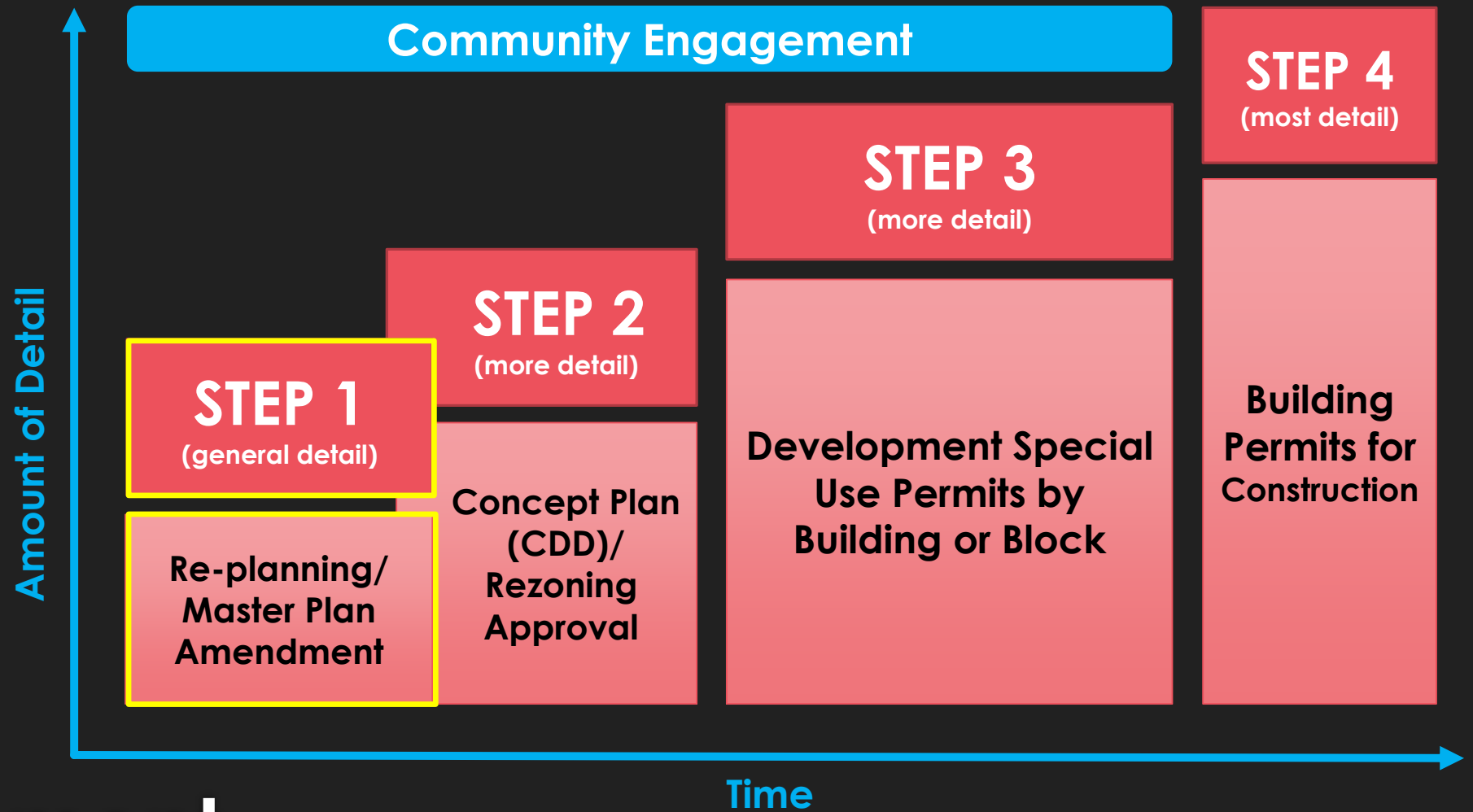
An attractive, mixed-use urban center with distinctive architecture, transit and community spaces that serves regional and neighborhood needs and provides walkable streets with access and connections to surrounding neighborhoods.



Community Feedback Themes To-Date



Path to Redevelopment

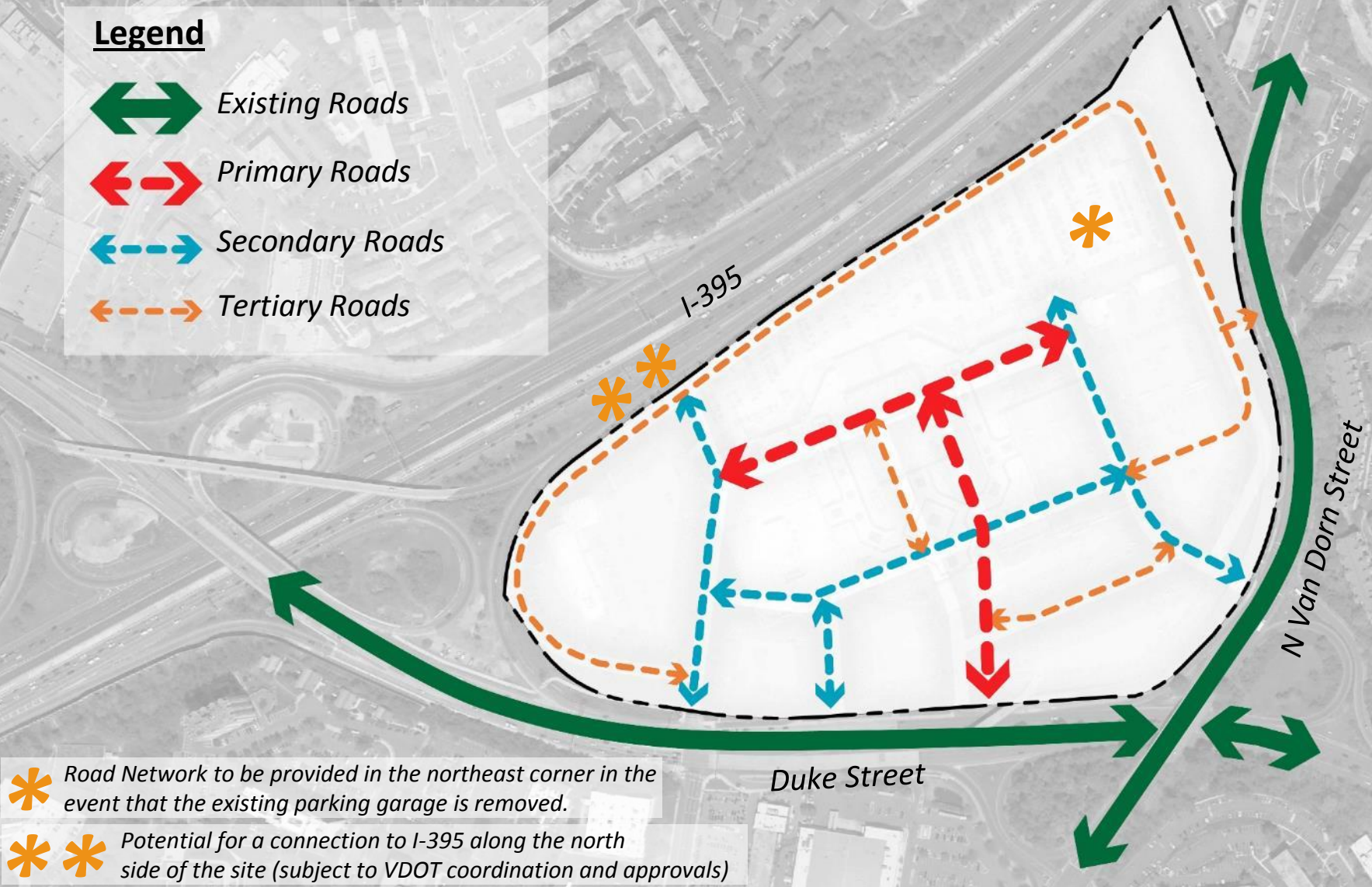


Framework Streets, Open Space & Transit Hub

30 Min.

Legend

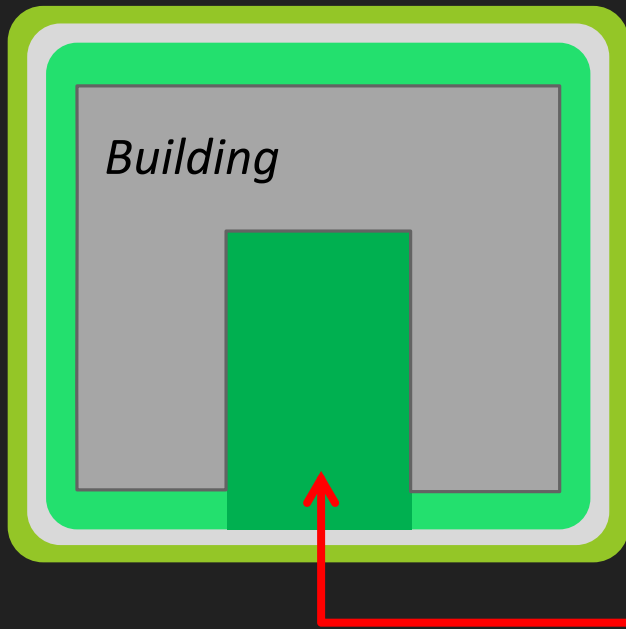
-  Existing Roads
-  Primary Roads
-  Secondary Roads
-  Tertiary Roads



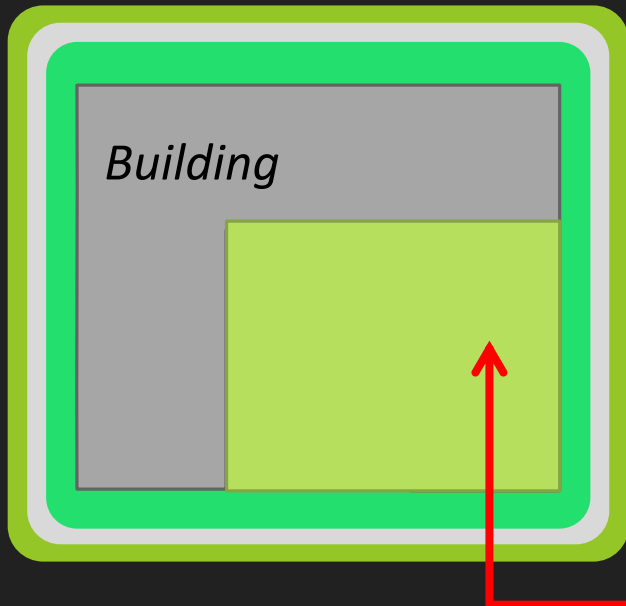
FRAMEWORK STREETS



PUBLIC ACCESS OPEN SPACE (Min. 3.5 AC)



At-grade Open Space
Ex. The Asher



Above-grade Open Space
Ex. Belle Pre



“Central Plaza” - +/-30,000 sf



“Terrace Garden” - +/-2 acres

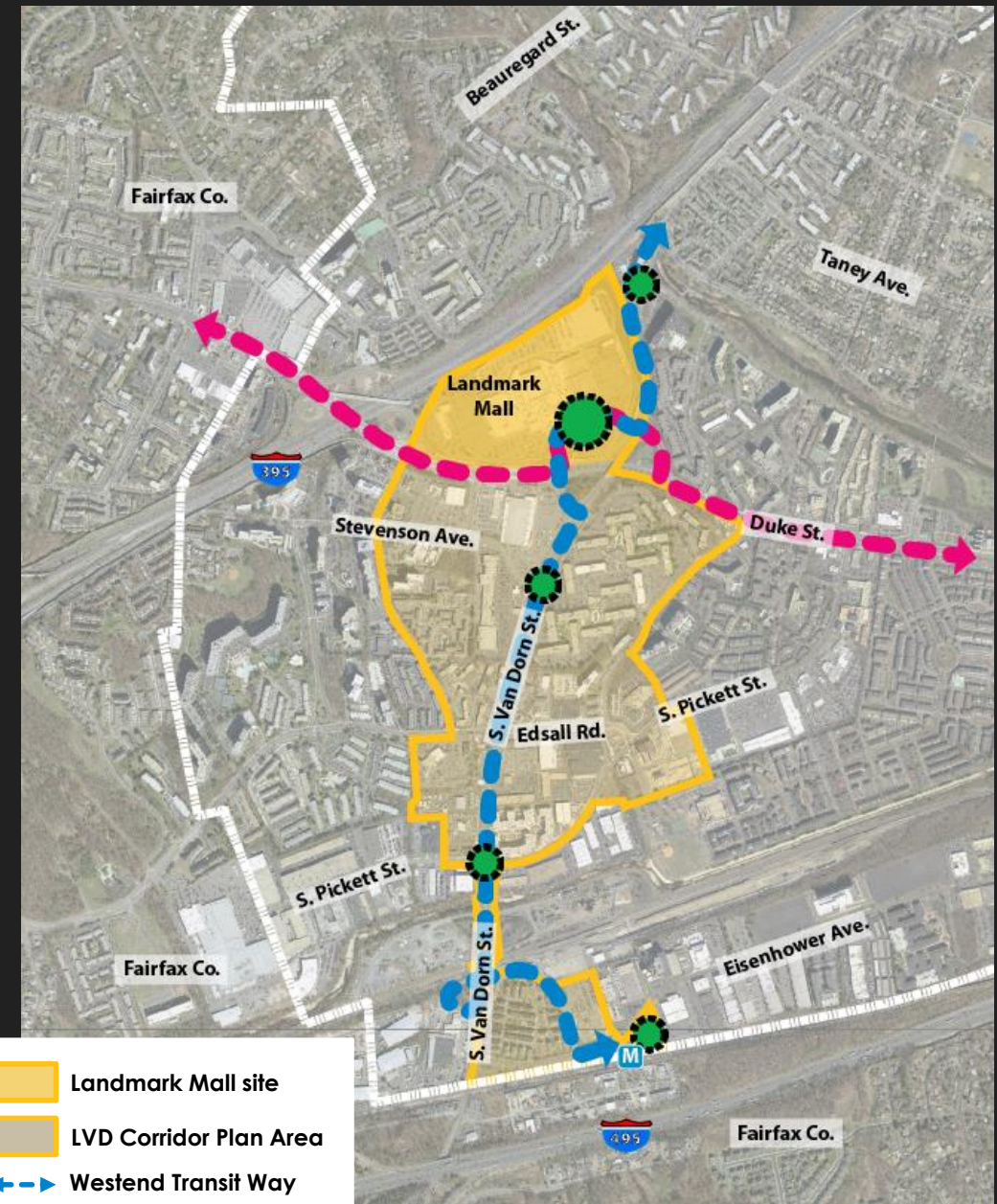


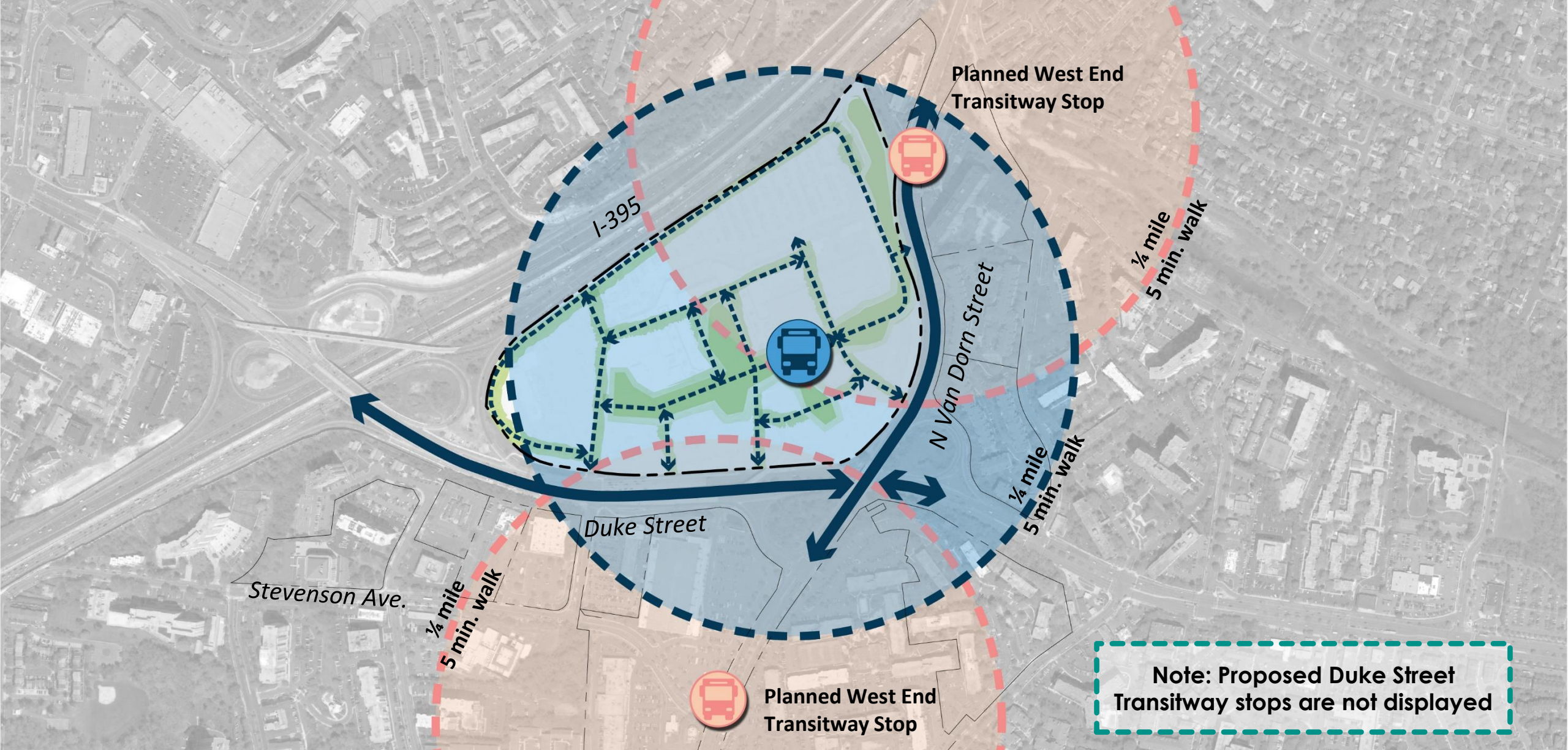
Additional Green Spaces On-site

*Neighborhood Parks | Pocket Parks |
Green Streets*



TRANSIT HUB





TRANSIT HUB

Existing Recommendations

Street Framework

1. Construct streets and blocks as depicted in the Framework Plan (Figure —) and dedicate as public access easements to the City as part of any redevelopment.
2. Provide the street hierarchy depicted in the Framework Plan (Figure --) to define urban blocks and differentiate the character of streets and neighborhoods.
3. Provide internal pedestrian connections and alleys within the blocks, where feasible.

Existing Recommendations

Open Space

1. Provide 3.5 acres of publicly accessible open space over the entire site as generally depicted in Figure ---.
2. Provide 25% open space at or above grade.
3. Provide green streets to connect internal and external open spaces.

Transit Hub

1. Provide an urban transit hub within the site as generally depicted in Figure ---- to serve as a stop and transfer point for bus rapid transit (BRT), DASH service, and Metro Bus service. Bus stops will be located on-street parallel to the street curb and integrated into the streetscape and design of the site.

Questions?

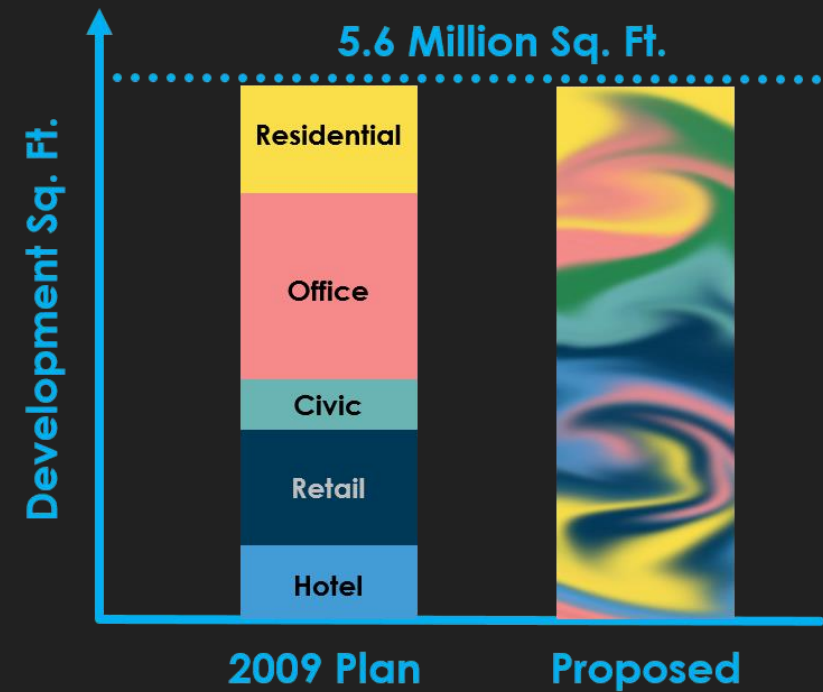
15 Min.

Land Use, Building Height & Placemaking

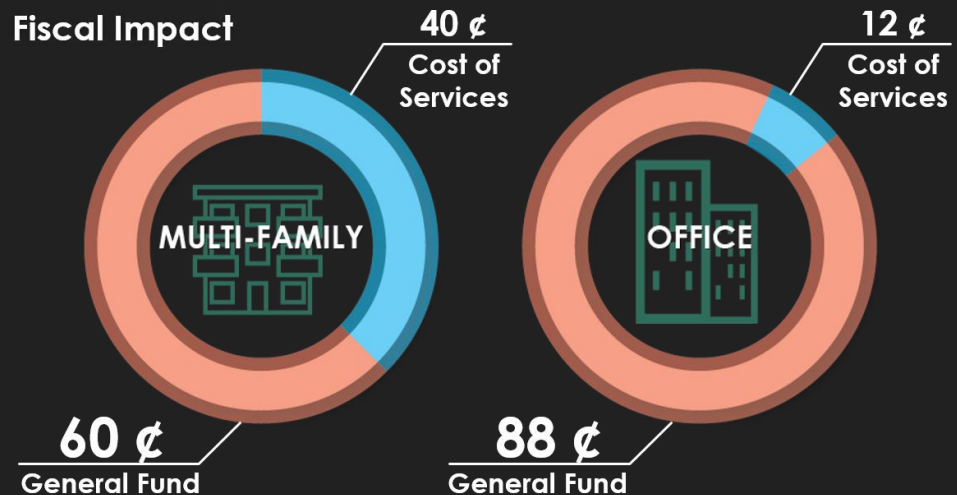
35 Min.

Need for Flexibility

- Maintain cap of 5.6 M Sq. Ft.
- Maintain retail core
- Minimum 20% commercial
- Add new uses
- Add flexibility in mix and location of uses



New Development Fiscal Impact



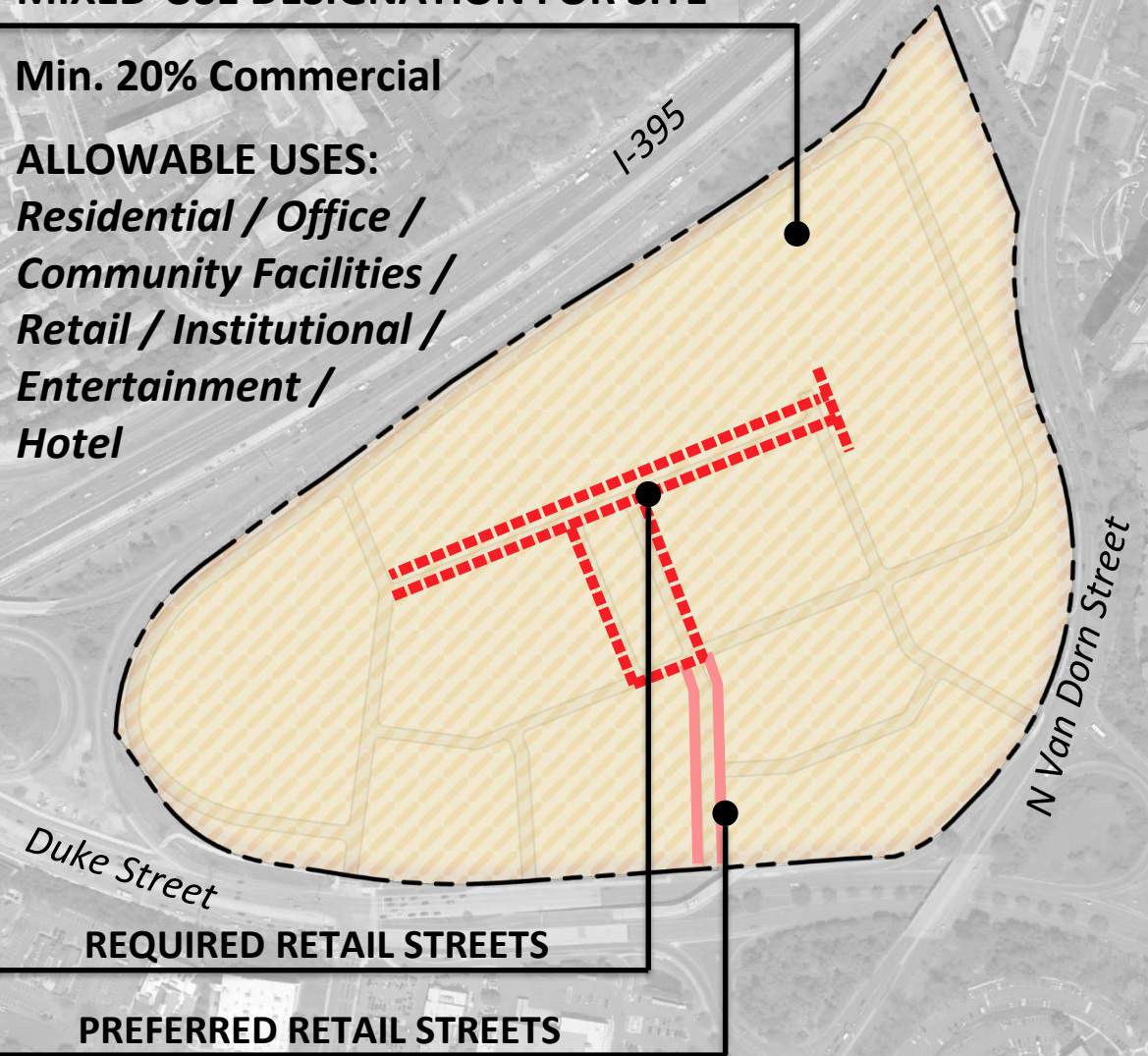


MIXED-USE DESIGNATION FOR SITE

Min. 20% Commercial

ALLOWABLE USES:

*Residential / Office /
Community Facilities /
Retail / Institutional /
Entertainment /
Hotel*



FLEXIBILITY



Community Facilities

- Allow Community Facilities
- Provide incentives:
 - Floor Area
 - Height
- Colocation



Alexandria City Public Schools



- Student Generation Rate Process:
 - Collaborative process
 - Based on a 3-year average
 - Based on factors such as building type
- Enrollment Projection Process:
 - Collaborative process
 - Updated annually
 - Accounts for growth
- Total ACPS population in 2018-2019 School Year: **15,737** students

Alexandria City Public Schools



2019 Proposed Plan for Landmark Site

- Estimated student generation: **85-105** students at full build-out (+/-25 years)
- ACPS will be working as part of the City's team with the developer to determine if a school site is feasible at this location



Elementary School: James K. Polk Elementary School

Middle School: Francis C. Hammond Middle School

IMPORTANCE OF VARIETY OF HEIGHT

Which is the more dynamic skyline?



IMPORTANCE OF PLACEMAKING

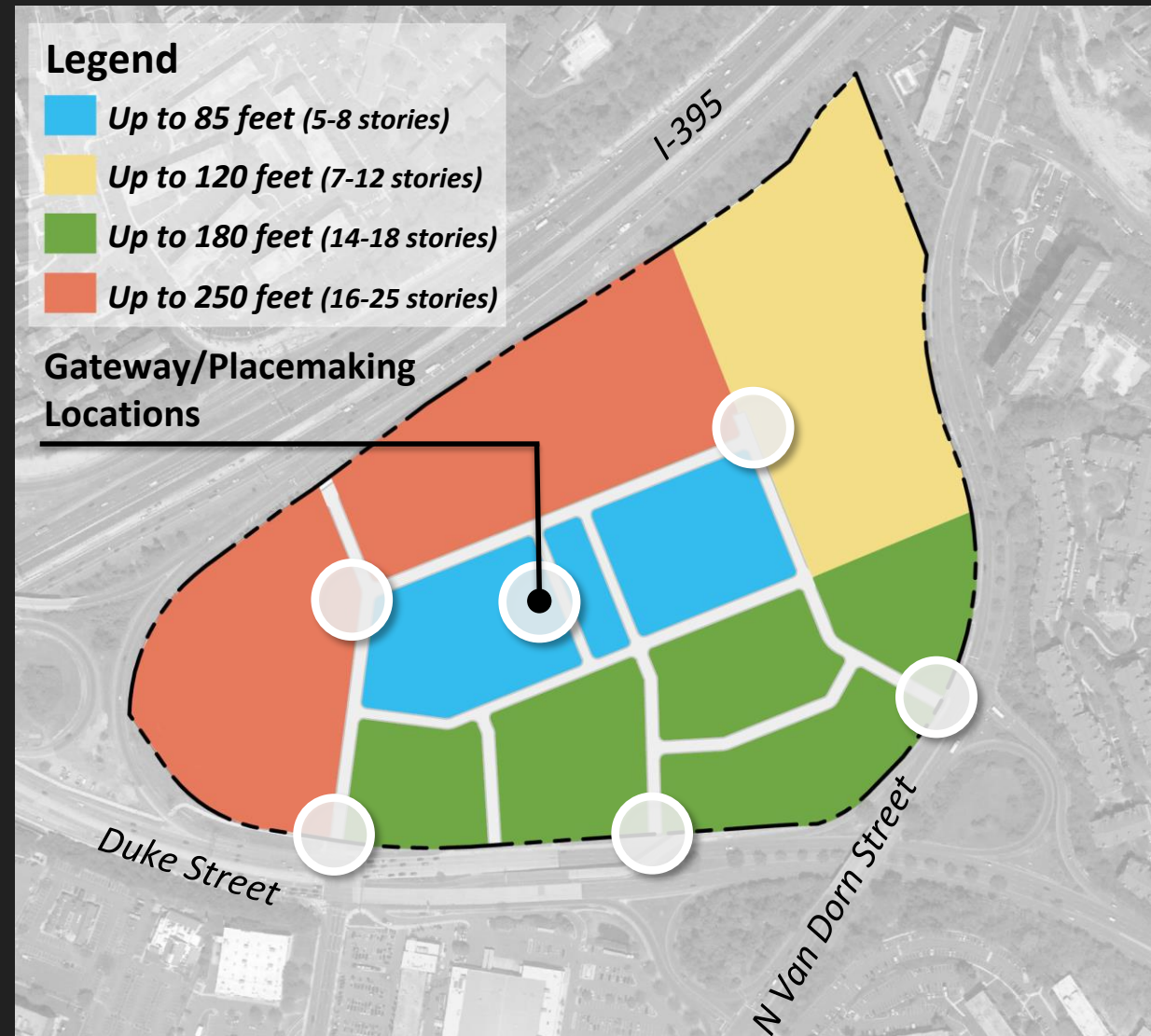
Terminating Vistas



Patent and Trademark Office, Carlyle

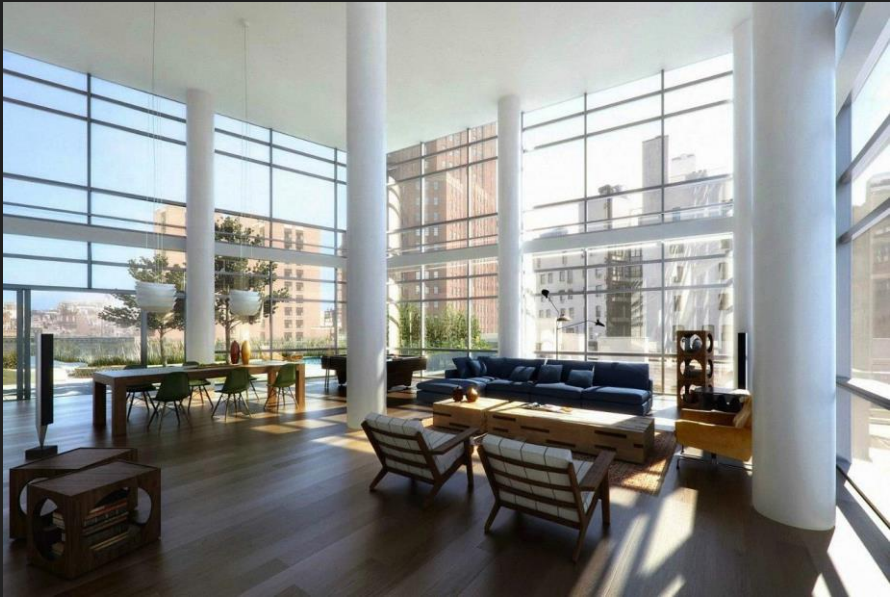


Masonic Temple, Old Town

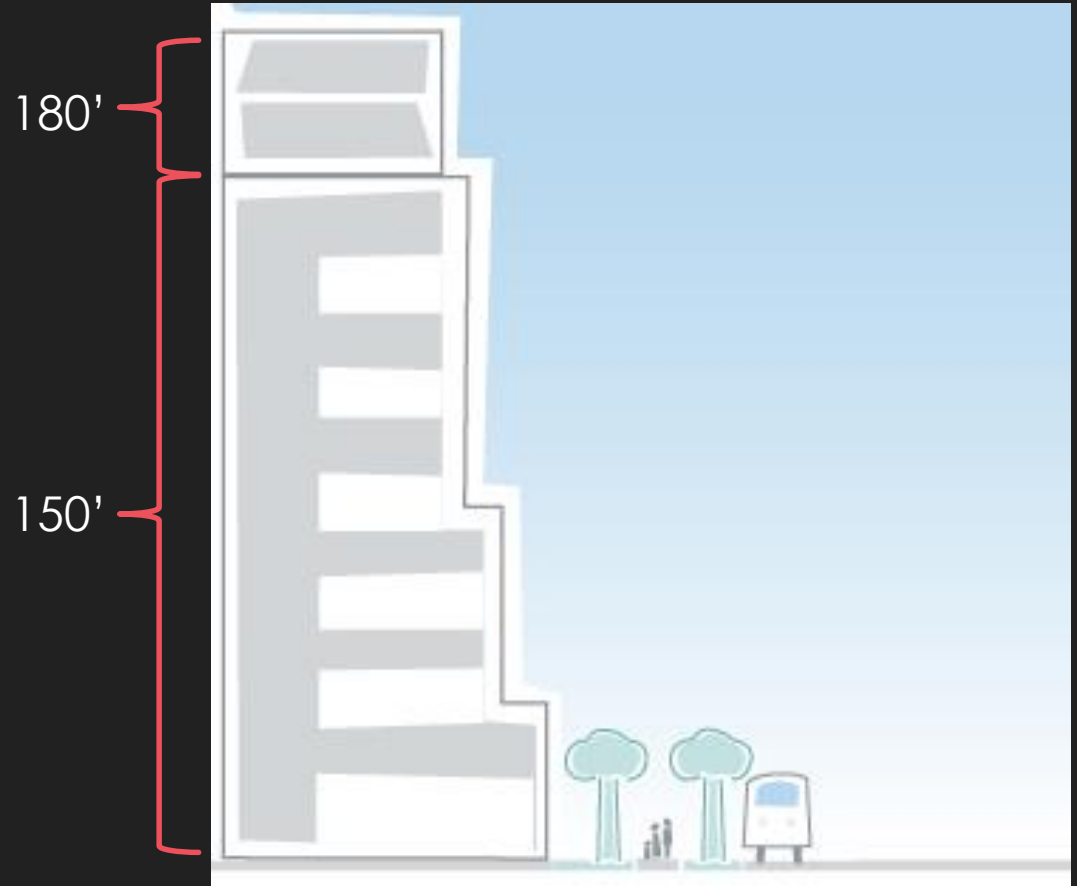


BUILDING HEIGHT & PLACEMAKING

High Ceiling
Interior



Low Ceiling
Interior



BUILDING HEIGHT & PLACEMAKING

Working Draft Recommendations

Land Use, Height & Placemaking

1. Utilize Coordinated Development District (CDD) zoning to implement the vision and recommendations of the Plan.
2. Maintain an overall floor area ratio (FAR) of 2.5 for the entire site.
3. **Permit the flexibility of allowable uses as per Figure -- across the site with a maximum development of 5.6 million square feet. A minimum of 20% of the uses are required to be commercial uses (i.e. office, hotel, retail, entertainment, and institutional).**
4. Required retail will be provided on the ground floor in locations depicted in Figure —.
5. **Preferred retail locations as depicted in Figure --, will have a ground floor height and depth designed not to preclude retail uses.**

Working Draft Recommendations

Land Use, Height & Placemaking CONT'D

6. As part of redevelopment, incorporate one or more community facilities, such as a fire station, school, indoor gathering space, recreation center, and/or similar community serving uses. Such uses will not be counted toward FAR or height requirements.
7. Coordinate with ACPS to determine if a school site is feasible on the site.
8. **Allow building heights at the maximums shown in Figure ---.**
9. **At placemaking locations shown in Figure ---. provide taller buildings, up to 250 feet, featuring distinctive design and materials to denote gateway locations and prominent vistas and provide a variety of height across the site.**

Table Discussion

**Do the new
recommendations capture
topics discussed?**

Other Comments?

Land Use, Building Height &
Placemaking

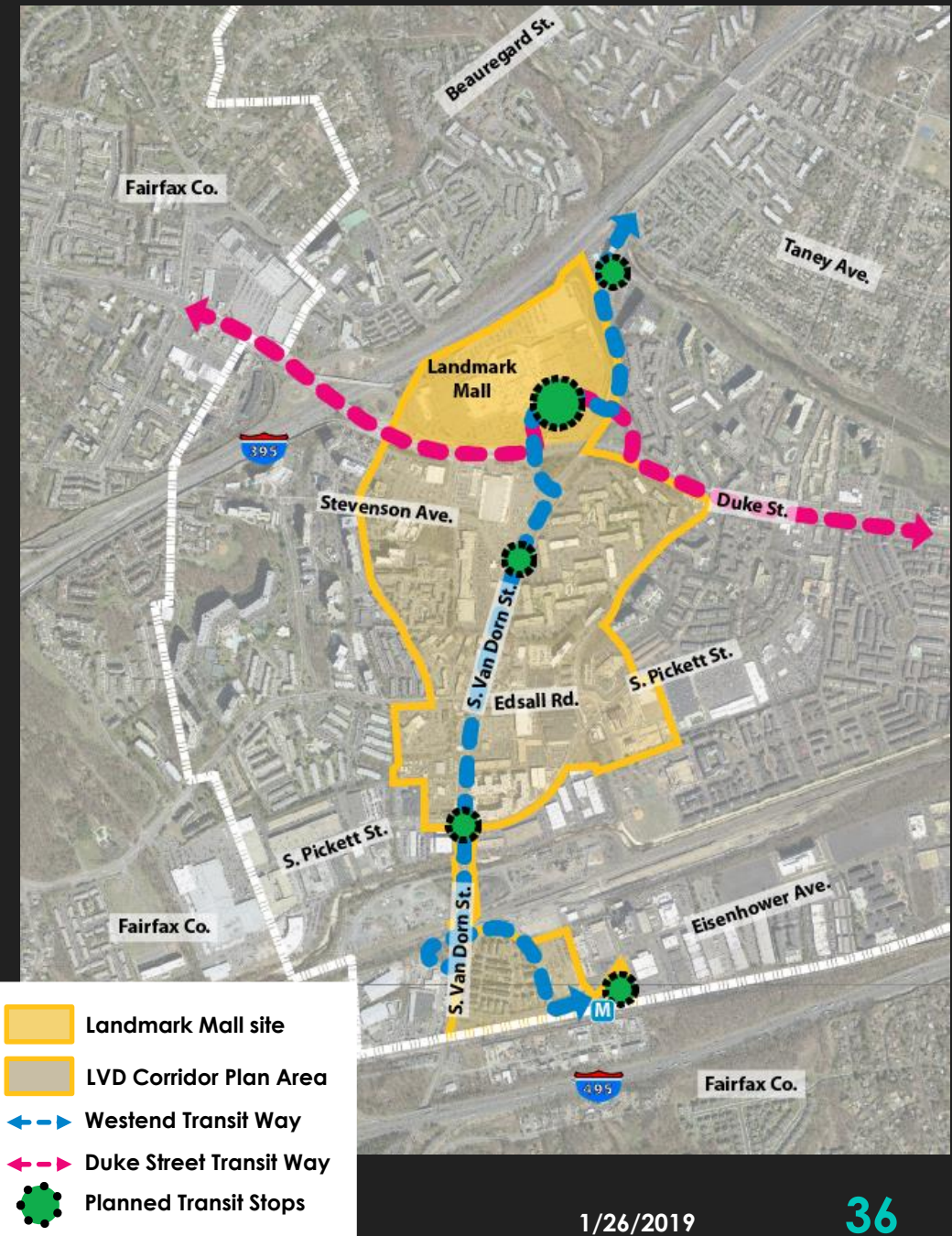
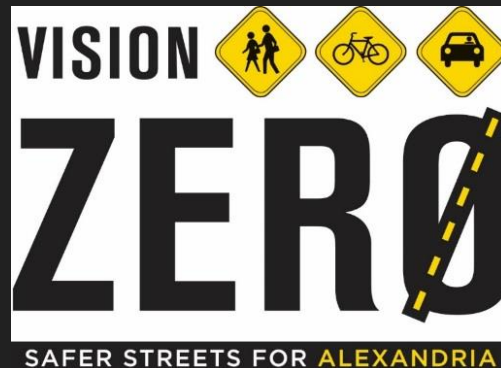
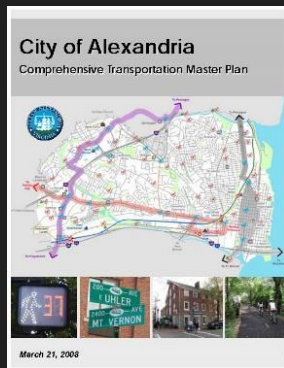
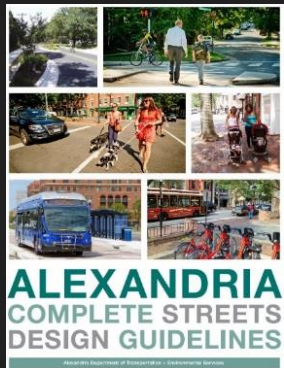
20 Min.

Mobility & Connectivity

35 Min.

Mobility Considerations

- Incorporate current policies (i.e. Complete Streets Guidelines, Vision Zero, Transportation Masterplan, Smart Mobility)
- Integrate planned development, land use and transportation
- Coordinate with planned Transitways
- Balance mode types (i.e. pedestrian, bike, transit, automobile)
- Enhance and prioritize safety



Enhancing and Prioritizing Safety

- Provide comfortable and safe facilities for bicycles and pedestrians
- Balance demands of multi-modal users
- Design streets that meet peak and off-peak needs while encouraging safe speeds and smart choices for all road users

The Duke Street and Walker Street intersection = one of the highest crash intersections in the City.

Duke Street overall is one of the highest crash corridors.

Crash Location by Severity

- Property Damage Only
- Injury



Pedestrian Crash

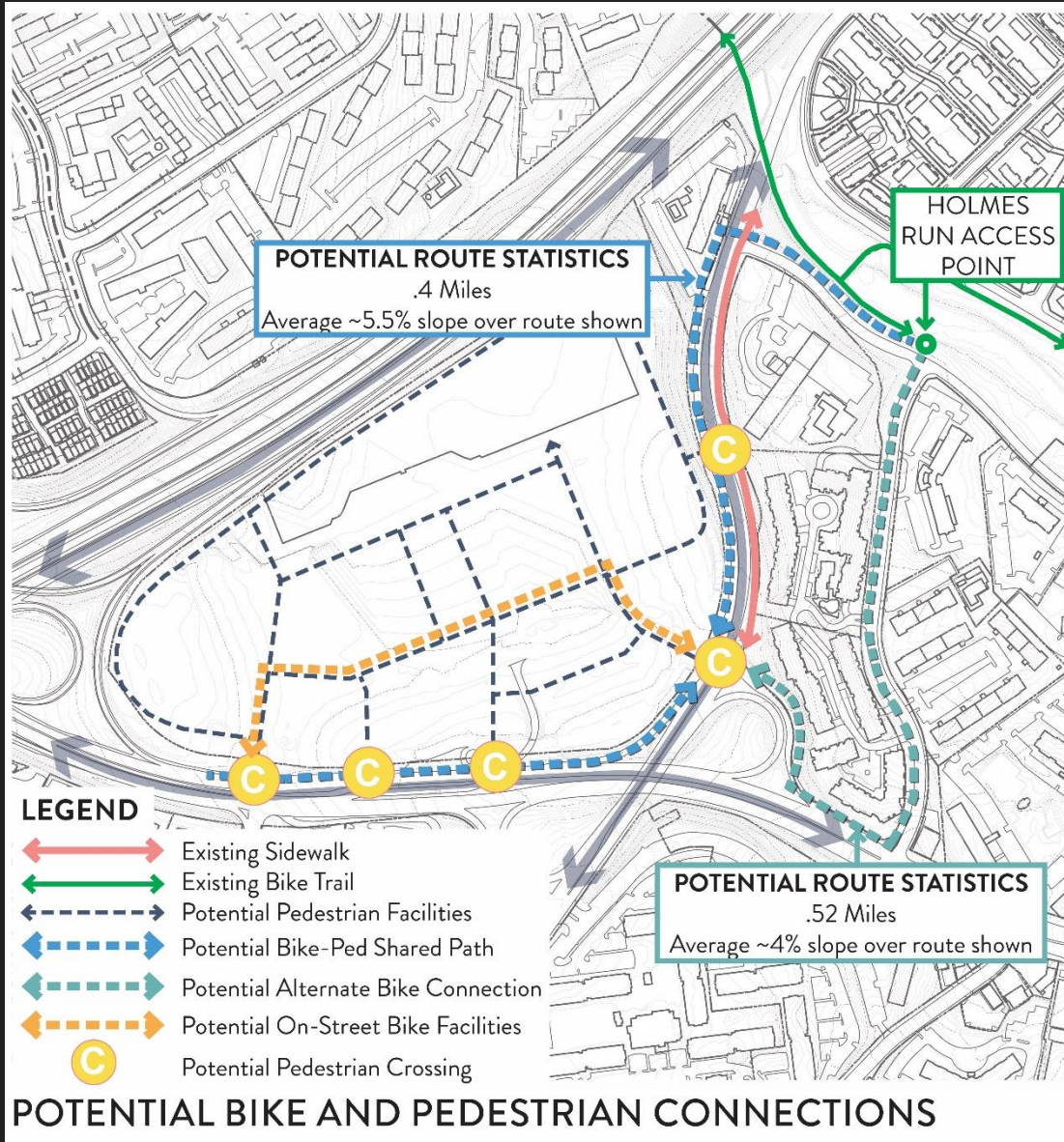


Bicycle Crash



From 2013-17:

- Duke Street (Van Dorn to I-395): **103 crashes**
- N. Van Dorn Str. (Duke to Holmes Run): **39 crashes**

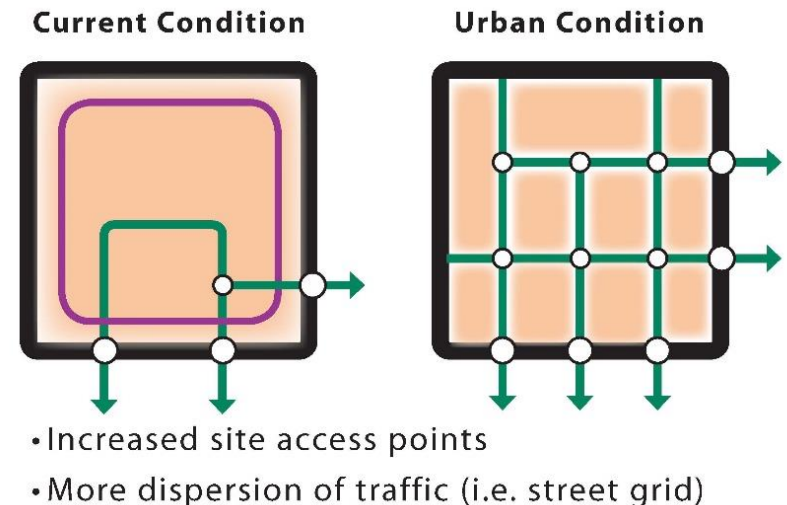
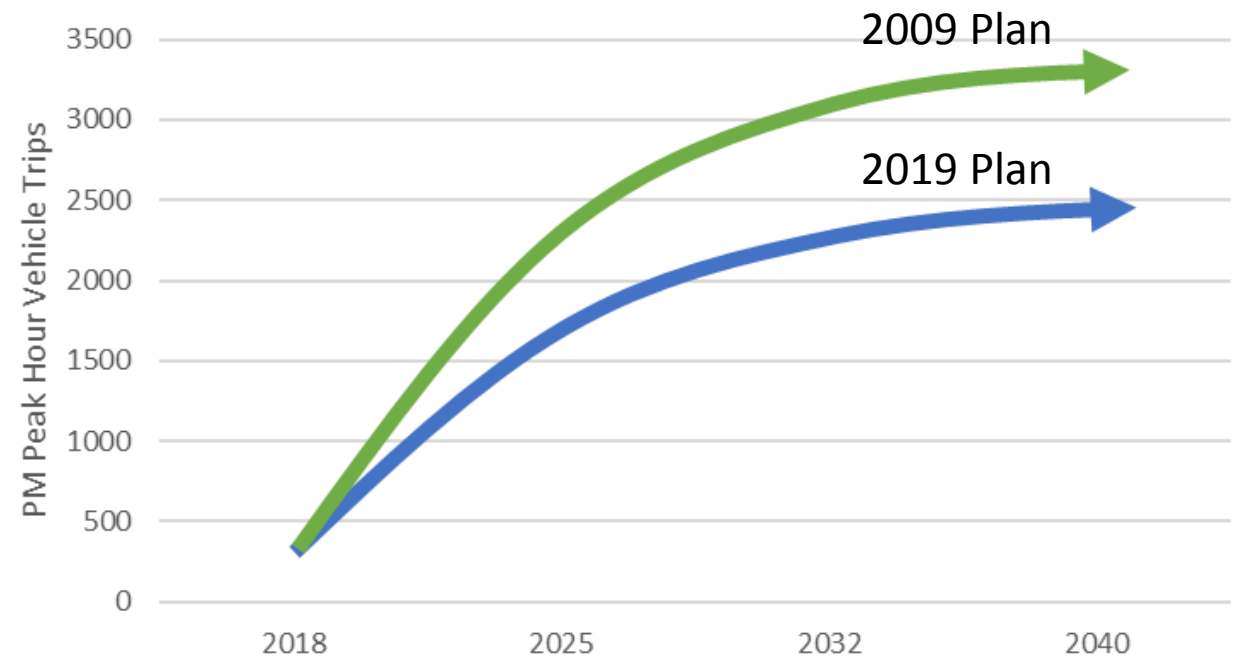


Potential Pedestrian - Bike Facilities

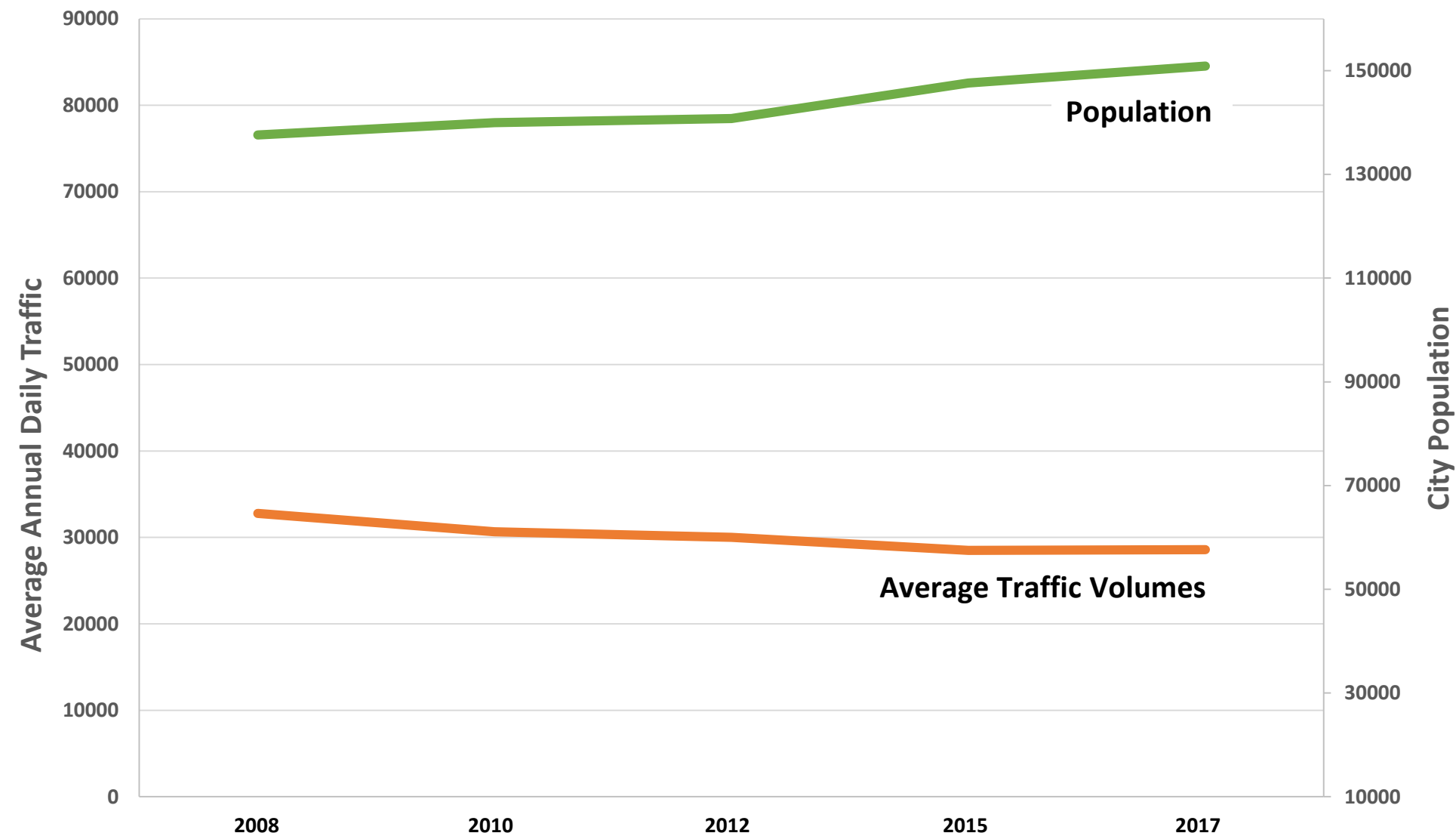
PEDESTRIAN AND BIKE CONNECTIONS

Transportation Study

- **Transit mobility** is measured based on routes, stops, headways, and facilities
- **Pedestrian and bicycle mobility** is measured based on connectivity and environment
- **Automobile mobility** is measured based on delays (wait times) at intersections during peak times and is the primary tool used in transportation studies

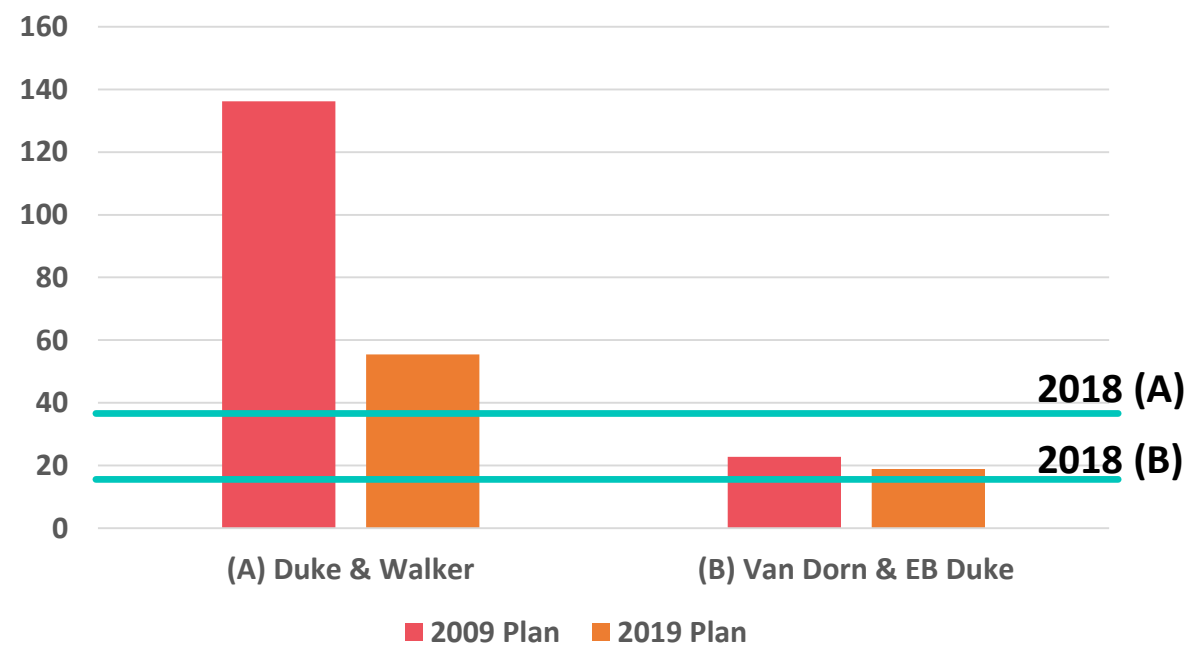


Average Daily Traffic Trend (2008-2017)

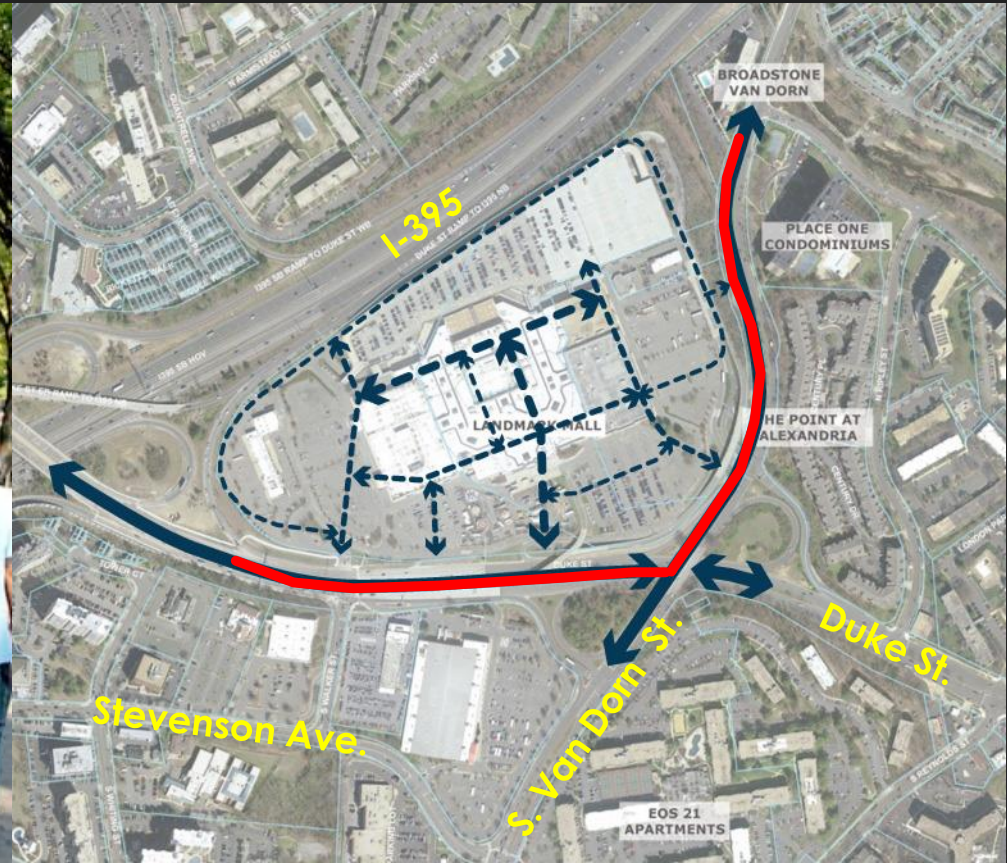


Transportation Study Results

Intersection	Delay in Seconds		
	2018	2009 Plan	2019 Proposal
	(Existing Condition)	(Build-out)	(Build-out)
(A) Duke St. & Walker St.	38.0	136.2	55.4
(B) Van Dorn St. & Duke St.	17.4	22.8	18.9

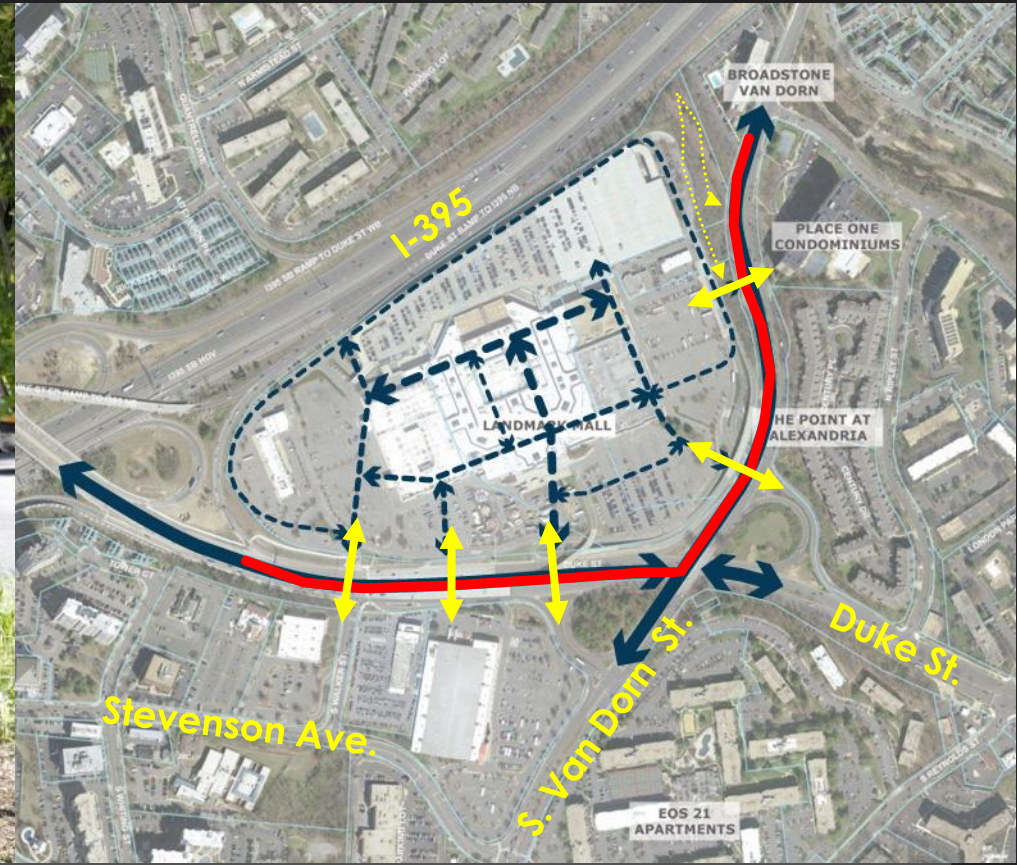
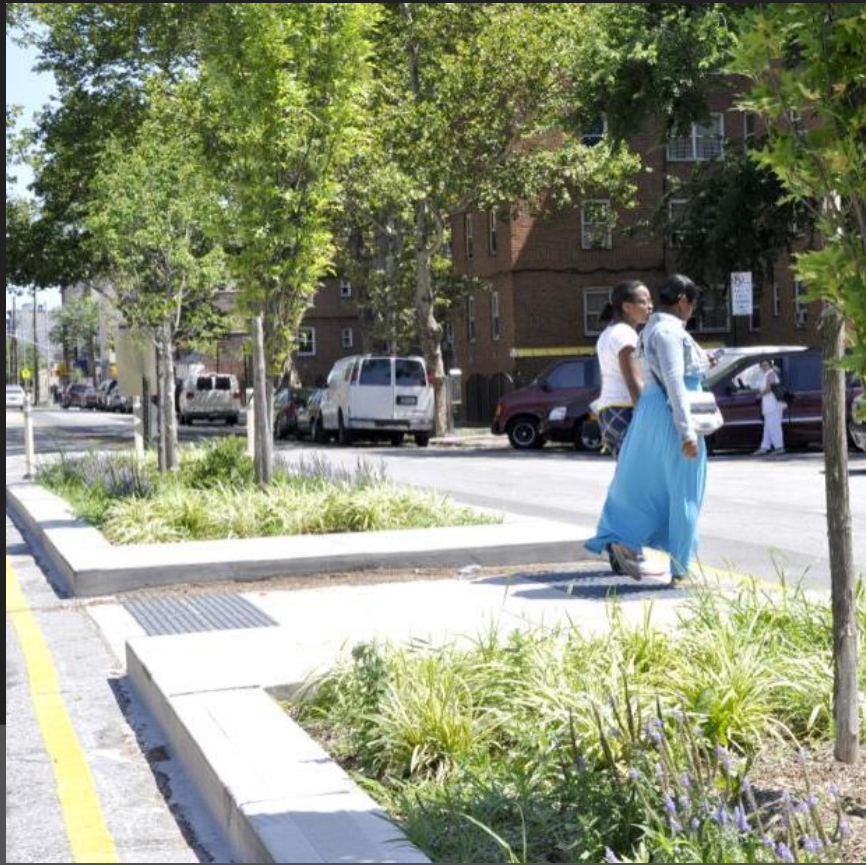


1. Character and Function of Street Frontage



Great Streets

1. Character and Function of Street Frontage
2. Connections in/out of Site



Great Streets

- Smaller building setback
- Regularly spaced canopy trees and buffer
- Pedestrian scale elements
- Large sidewalks
- Built for all users

Great Streets



Eisenhower Ave.

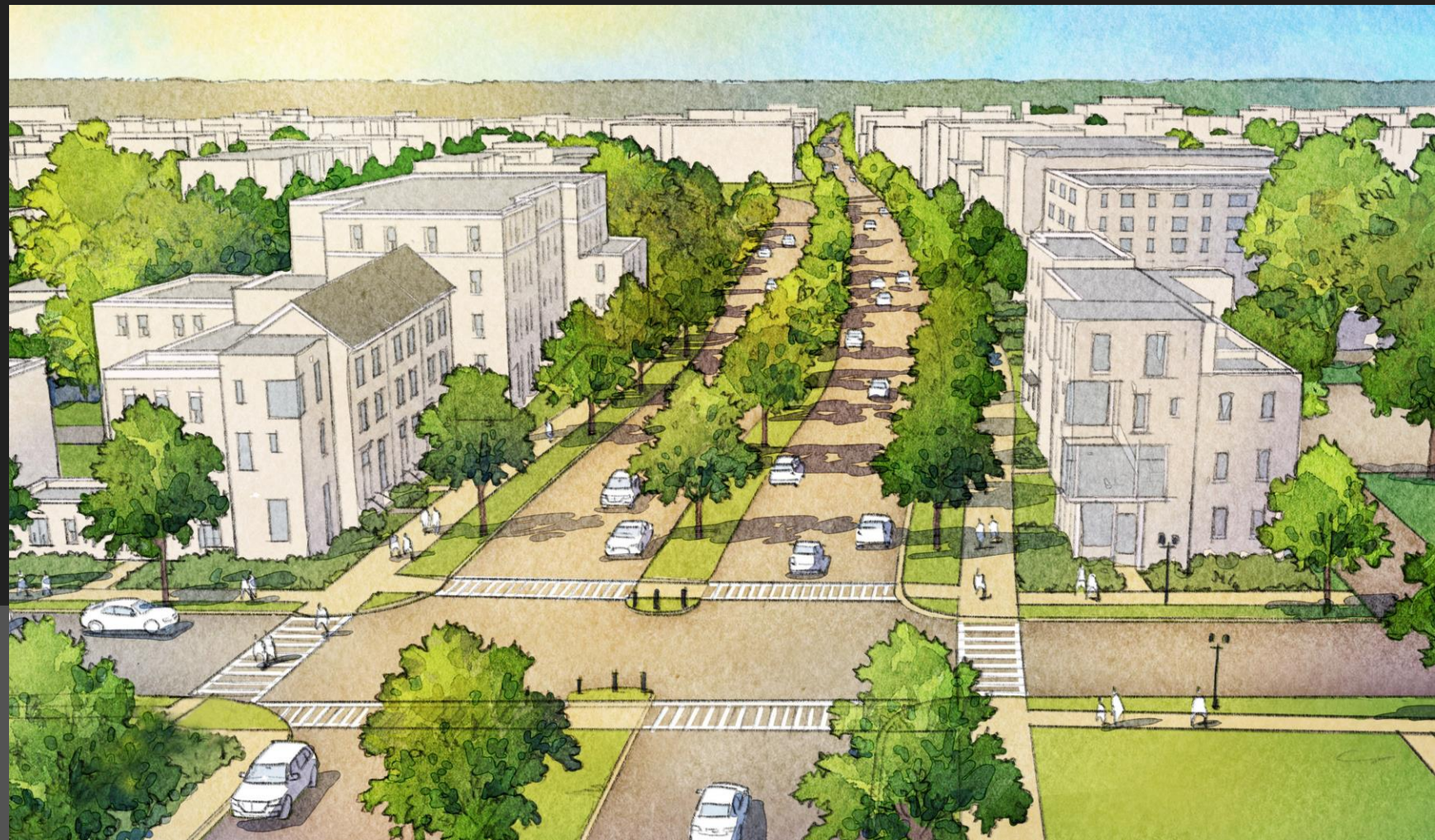


Washington St.

Community Benefits

- Increase safety
- Seam not barrier
- Enhanced neighborhood gateway
- Increased tree canopy

Great Streets



S. Patrick Street (Rt. 1)



Existing Duke Street (looking east)



Proposed Duke Street (looking east)



Existing North Van Dorn Street (looking south)



Proposed North Van Dorn Street (looking south)

Working Draft Recommendations

Mobility & Connectivity

1. Design streets to balance pedestrians, cyclists, transit, and automobiles for all times of the day.
2. Implement pedestrian and bicycle network as depicted in Figure ---.
3. Design Duke Street and Van Dorn Street to be adaptable to new demands and technology.
4. Improve and enhance the Duke Street and Van Dorn Street frontage with streetscape improvements, buildings, and landscaping (Figure - and Figure -).
5. As part of the redevelopment of the site, remove fly-over on Duke Street and implement the reconfiguration of Duke Street as generally depicted in Figure ---.
6. As part of the reconfiguration of Duke Street and Van Dorn Street, include enhanced pedestrian crosswalks at each signalized intersection.

Working Draft Recommendations

Mobility & Connectivity CONT'D

7. **As part of redevelopment, the sidewalks will be improved to be consistent with the applicable cross-sections and the City's Complete Street Design Guidelines.**
8. **Van Dorn Street will be reconfigured as depicted in Figure --- to provide a shared use path and streetscape improvements as generally depicted in Figure--.**
9. As part of the CDD approval, an overall infrastructure plan will be provided that outlines the phasing and construction of the on-site infrastructure and streets.
10. As part of the CDD approval, the property owner and City will actively pursue with Virginia Department of Transportation (VDOT) and all applicable agencies, the feasibility of a ramp connection to I-395 as generally depicted in Figure ---.

Table Discussion

**Do the new
recommendations capture
topics discussed?**

Other Comments?

Mobility & Connectivity
20 Min.

Housing Affordability

35 Min.

2009 Plan Recommendations applicable to the Landmark Mall site



- Provide varying levels and types of affordable housing in redeveloped activity centers
- Application of Voluntary Developer Contributions at the most recently approved rates

Landmark/Van Dorn Corridor Plan



June 13, 2009
Adopted by ordinance 4598
City of Alexandria Department of Planning and Zoning



2013 Alexandria Housing Master Plan

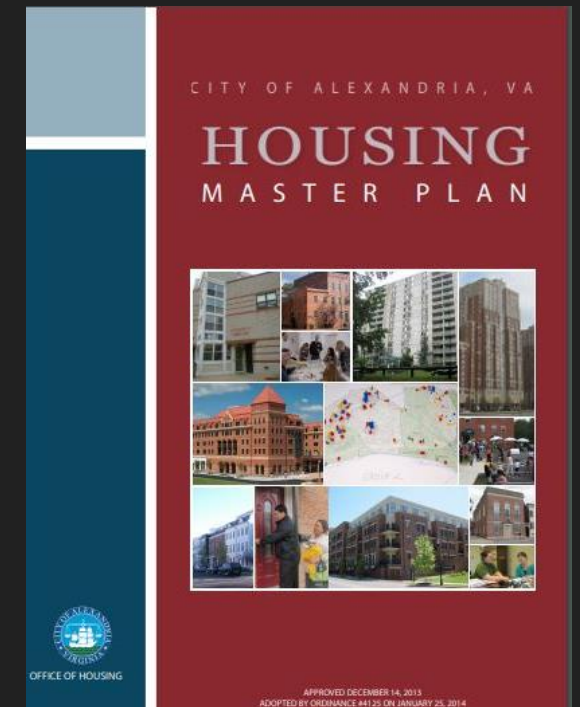
"Housing for All"

- Housing options at all incomes, life stages, and abilities
 - Rental and Homeownership
 - Healthy and safe
 - Energy efficient
 - Accessible
- Citywide distribution of affordable units to promote diversity and mixed-income communities
- Emphasis on housing opportunities in higher-density areas with access to transit and amenities
- Housing/Jobs balance key to Alexandria's economic growth and competitiveness



Goal: 2,000 units with new affordability by 2025

Completed or under construction: 915 Units





Tools to Provide Affordable Housing

Tool #1: Bonus Density + Bonus Height

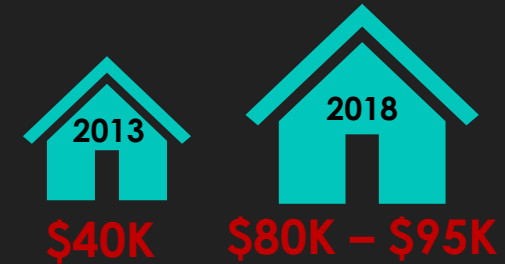
Tool #2: Voluntary Developer Contributions

Tool #3: Partnerships with Non-Profit Developers & Service Providers

Tool #4: Co-location/PPPs: Public Facilities and mixed-use development

Tool #5: Other Funding Sources

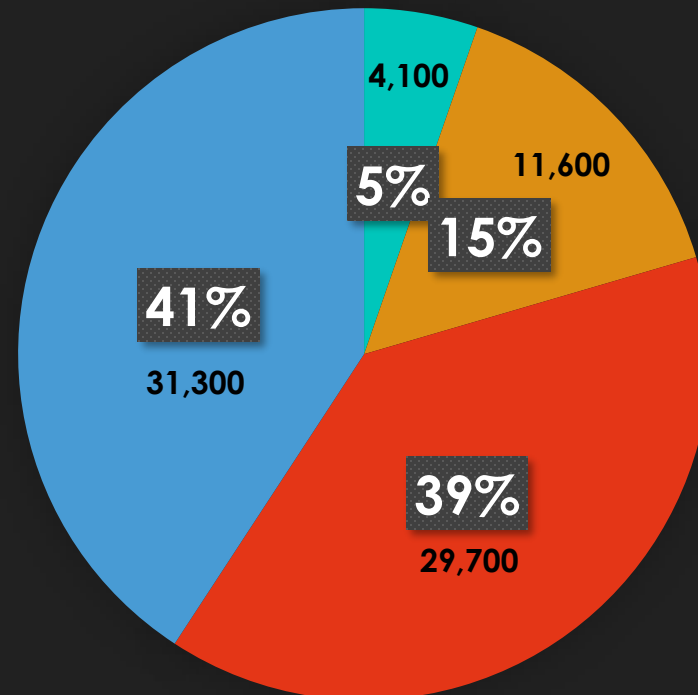
City Investment Needed to Construct
1 New Affordable Housing Unit





Alexandria Citywide Housing Stock

Alexandria Housing Affordability Levels 2018



Committed Affordable Units:

Res 830, Privately-Owned, Set-Asides, Non-profit Owned



Market Affordable:

Rental – Up to 60% AMI
Ownership – Up to 80 % AMI



Market Workforce Affordable:

Rental –60-80% AMI
Ownership – 81-120% AMI



Market:

Rental – 81%+ AMI
Ownership –121%+ AMI

Market-Affordable Rental Housing Supply



- Significant decline in supply of market-affordable rental housing 2000-2018
 - *Market-Affordable Housing: housing affordable to households earning 60% AMI, without a subsidy – this housing is “at risk” as cost varies due to market conditions*

**88% decrease
in market-
affordable
rental units**





Alexandria Housing Affordability Gap

In 2018,

15,500 households (earning up to \$75k/year) are paying more than 30% of income on rental housing

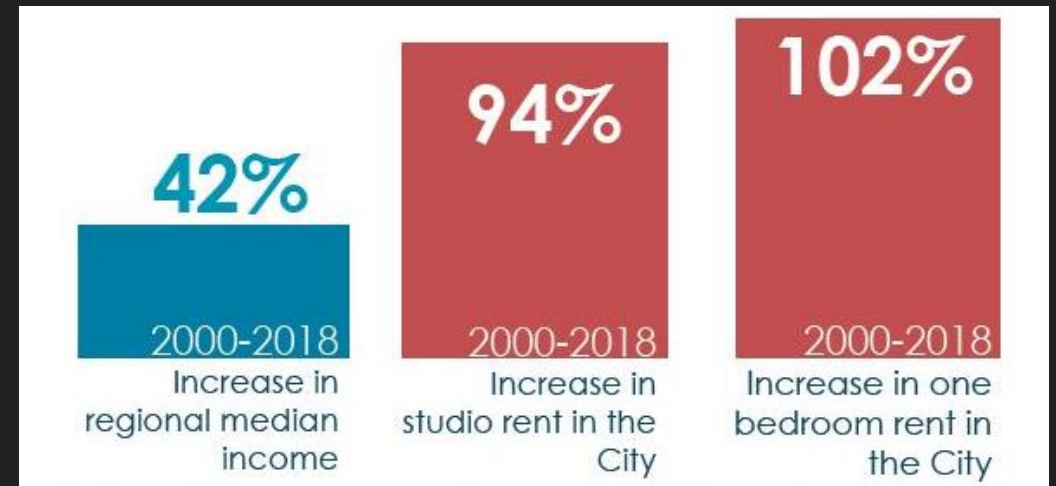


7,000 households (earning up to \$50k/year) are paying more than 50% of income on rental housing



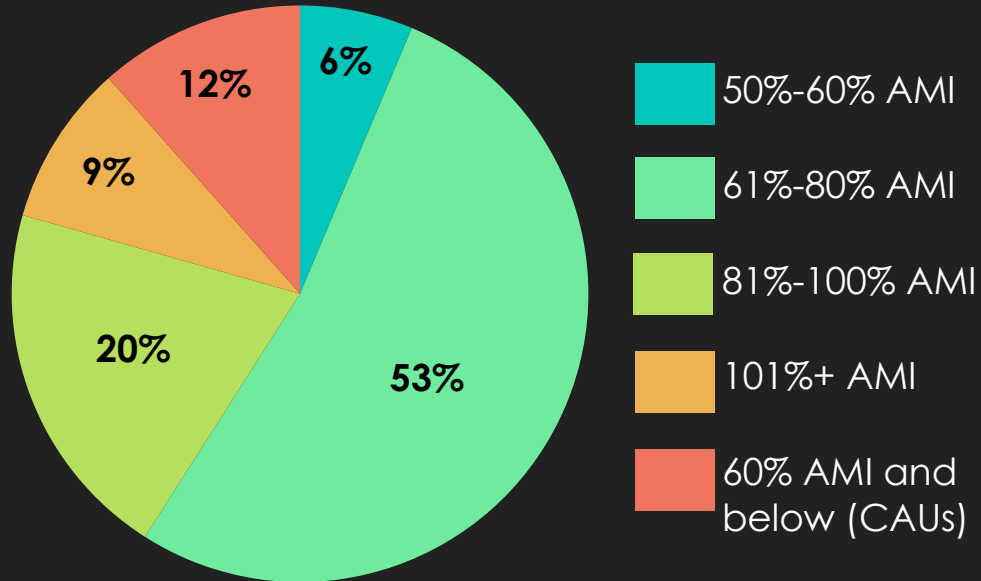
Cost of average 1-bd apartment: \$1,708

Wage needed for avg. 1-bd apartment:
\$32.84/hour or \$68,320/year

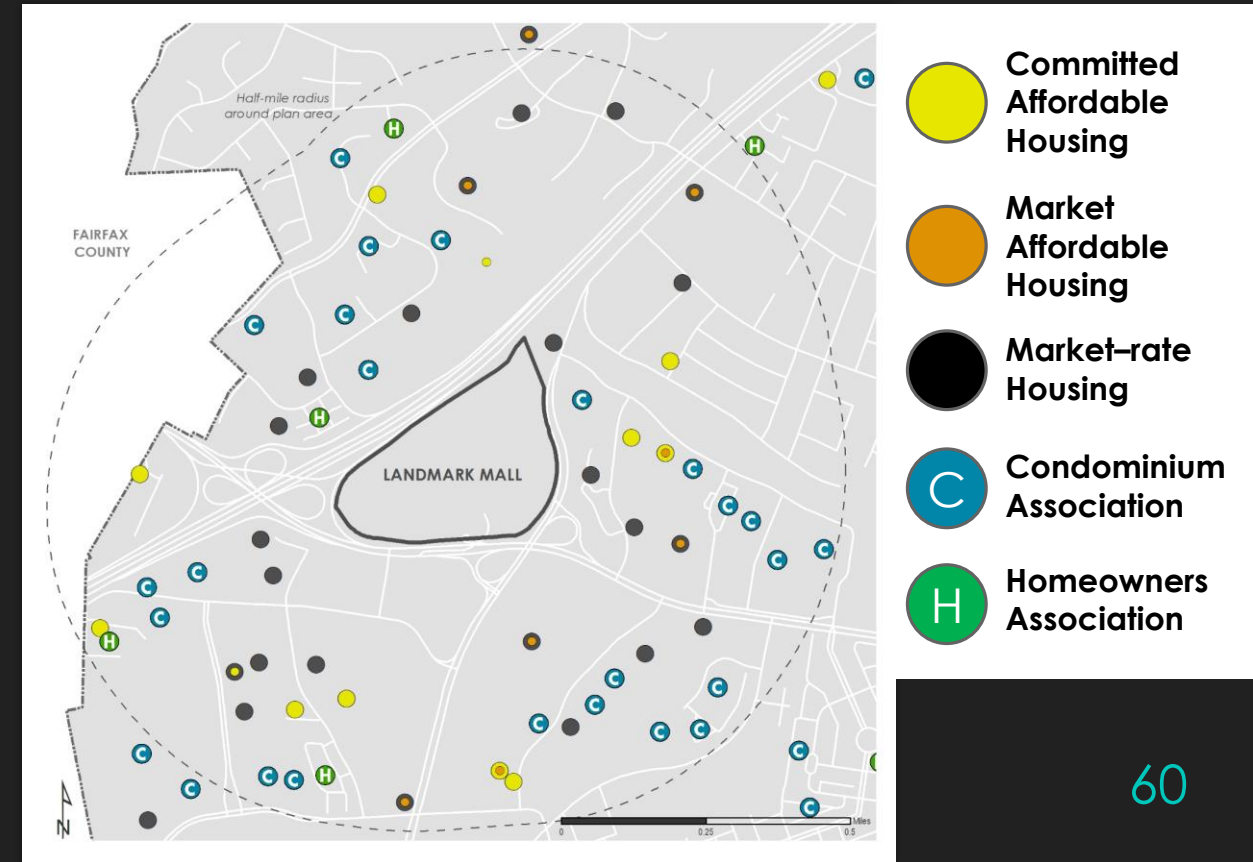


Alexandria Rental Housing Supply

Citywide Rental Housing by
Level of Affordability



Rental Housing Near Planning Area





Potential Landmark Jobs and Wages



Leisure & Hospitality

- Food Prep Worker – 30% AMI
- Hotel Front Desk Manager – 65% AMI



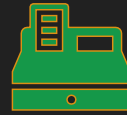
Education & Health Services

- Firefighter – 60% AMI
- Elementary School Teacher – 75% AMI



Construction

- Equipment Operator – 60% AMI
- Carpenter – 70% AMI



Retail & Entertainment

- Cashier – 30% AMI
- Retail Manager – 60% AMI



Office

- Janitor – 30% AMI
- Receptionist – 40% AMI



Personal Services & Transportation

- Daycare Worker – 40% AMI
- Delivery Truck Driver – 50% AMI

Projected regional job growth in lower-wage sectors (2017 – 2021)



14% GROWTH IN LEISURE AND HOSPITALITY JOBS



12% GROWTH IN EDUCATION AND HEALTH SERVICES JOBS



13% GROWTH IN CONSTRUCTION JOBS

Working Draft Recommendations

To address housing needs generated by Landmark Mall's redevelopment as a mixed-use activity and employment center, the site should include Affordable Housing through:

1. *Setting a target percentage of new onsite affordable units through the development approval process*
2. *Co-location and PPPs*
3. *New affordable housing as part of mixed-use development*
4. *Use of bonus density to achieve affordable units within market-rate buildings*



Table Discussion

**Do the new
recommendations capture
topics discussed?**

Other Comments?

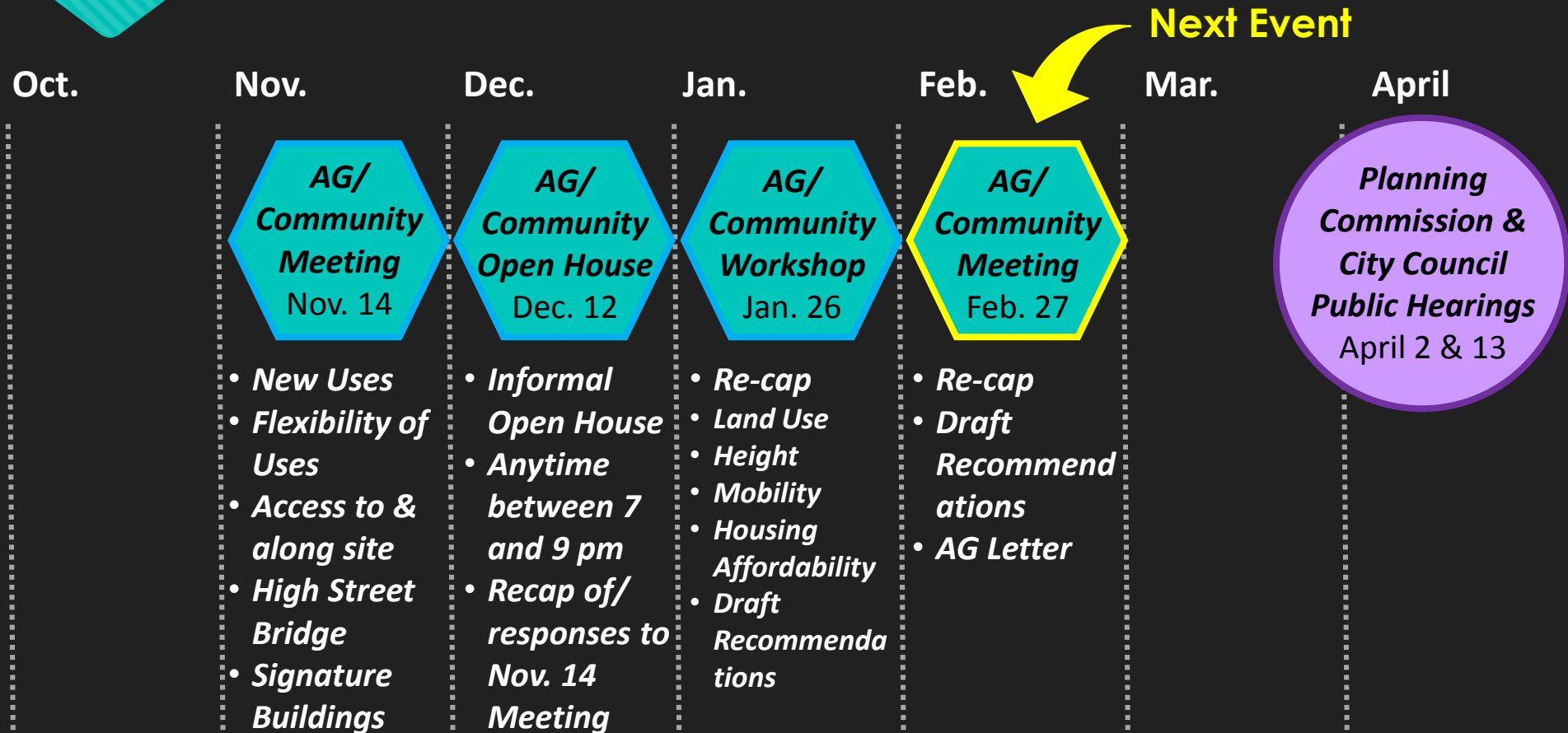
Affordable Housing
20 Min.

Community Report Outs

45 min.



Planning Process Schedule





Next & Final Event:

AG/Community Meeting

Location TBD

Wed., February 27, 7-9 pm

Visit the Website!

Alexandriava.gov/Landmark

- **Informational Video, Fact Sheets, FAQs, Community Comments, Previous Meeting Materials, & more!**

Find us on Twitter, Facebook, Instagram

#LandmarkMall #AlexandriaVA

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Alexandriava.gov/enews

Contact Ashley Labadie with Questions:

- Ashley.Labadie@alexandriava.gov
- 703.746.3801